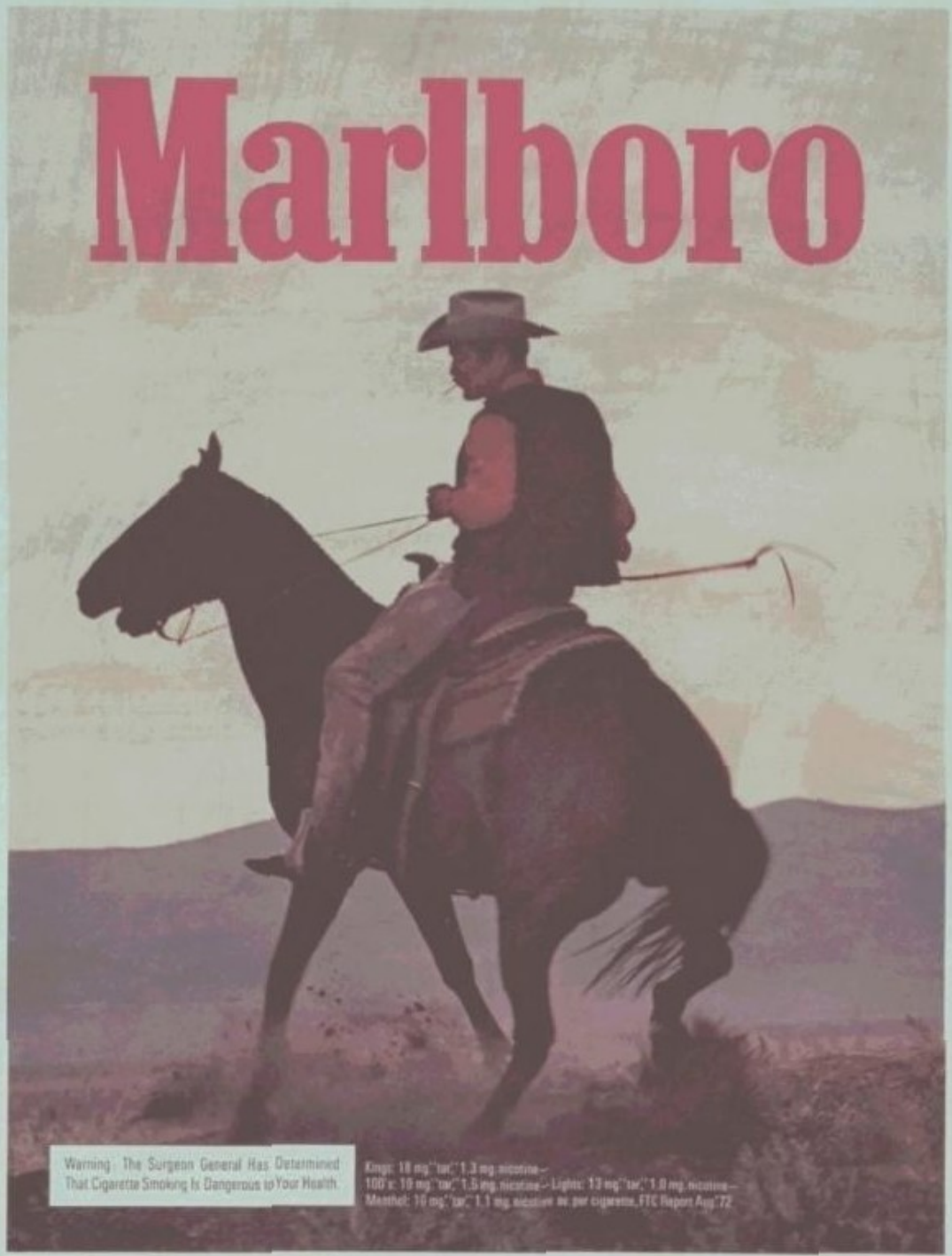
LEO BURNETT COMPANY, *Inc.*
Ad No. 2946 Plate 1—Fast Stop—Req. No. 8993K—1 Page—4/C Ident—8¼ x 11¼ in.—National Magazines, 1973 (A)
Printed in U.S.A.


Marlboro
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.
Kings: 18 mg. "tar," 1.3 mg. nicotine—
100's: 19 mg. "tar," 1.5 mg. nicotine—Lights: 13 mg. "tar," 1.0 mg. nicotine—
Menthol: 16 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Aug. '72

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